

533 Grant Place
CHICAGO, ILLINOIS



Miss L.B. Stephens,
1300 Clay St.
Lynchburg, Va.



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WHILE YOU EARN
JOIN U.S. ARMY





PUBLISHING DEPARTMENT
The Wm. T. Stead Memorial Center

Incorporated Under Illinois Laws

NOT FOR PROFIT

**533 Grant Place,
CHICAGO, ILL.**

PERSONAL

From Mr. Lloyd Kenyon Jones,
President, The Stead Center,
Chicago, Illinois.

Esteemed Friend:

Did you ever operate a ouija-board? Have you ever watched others getting messages through the ouija?

If you are at all familiar with this instrument of communication you have observed that its wave motion takes a general up and down course towards you and from you. The ouija has an action that is a great deal like skidding. Very often the rear part of the ouija has to swing two or three inches before the nose can be pointed directly toward a letter.

Because the ouija does not have the right wave motion, through which the forces can operate, many mistakes are made by it. These mistakes are really due to the broken currents of the forces, and during those intervals the reflex action of the minds and nerves of the operators will supply letters and words. That is why the ouija has so often been accused of telling untruths. Only a careful study of the nature of the forces will reveal the real reasons for the unreliability of the ouija. There are men and women who recognize the conditions essential and who get splendid results.

For many months we have received letters from our friends, located in different parts of America, asking us if we could not supply ouija-boards. Because the ouija is lacking in the right principles, as those principles are related to the nature of the forces required for messages, we have been unalterably opposed to the ouija. Our opposition in no manner dissuades people from their desire and determination to secure messages in this manner.

Realizing that more ouija-boards are being sold than ever before, and that the majority of persons will fail in receiving dependable messages, we asked the teachers to help us construct a new form of ouija-board that would overcome these objectionable features. We are now ready to manufacture this new ouija and have made application for letters patent.

The recognized form of ouija consists of a heart-shaped piece of wood, mounted on three legs and sliding freely over a board, at the upper end of which are letters and numbers.

Our board is constructed on entirely different principles. The table operating on a track and having a freedom of movement so much greater than that of the old ouija, you would be surprised and delighted with the speed and ease of travel of our improved ouija. There is no lost motion. There is no traveling down and up in order to reach a letter. There is the correct wave motion that encourages the upbuilding of the forces.

This new board can be operated by one or two persons and may be operated by any member of the family or any of your friends. There is no mechanism to get out of order. Great accuracy is guaranteed only by simplicity, but accuracy and simplicity would be of no value without the correct principle.

Accompanying each board will be complete instructions relative to its operation.

Our friends who have automatographs, will find that the wave motion or the action of the forces in this new ouija corresponds precisely with the action of the forces of the automatograph. This board, however, is not for automatic writings, but for messages that are spelled out by pointing to letters and numbers.

This new board may be placed on a table or even on the laps of two persons facing one another.

If it is operated on a table, two operators may stand or sit side by side, one using the right hand, the other the left hand. It makes no difference which hand you use, because this ouija will operate for you no matter which hand you use.

Having a definite arc of travel, and not moving in the broken path required by the old ouija, this new board conserves the forces.

It is made entirely of wood, with the exception of the letters and numbers, which are printed on a heavy paper, which is pasted over the wood. In appearance this new board is really artistic.

Any persons who have operated the old form of ouija, realize that the legs are likely to become loose and break off. There are no legs that can be broken off our ouija because the pointer-device travels on a solid base in a definite track.

We are prepared to begin the manufacture, and while we are not certain of the actual cost, we are going to fill orders reaching us before July 1st, at \$1.85/as the parcel post prepaid price of this board and the instructions.

The name "ouija" is protected by a trademark, registered in the patent office and we shall be prohibited from calling this board the ouija.

In talking over the proposition of a name with a good friend of the Stead Center, that friend said, "Why not permit all of our friends who buy these boards to submit a name and then have the guides select the name which they think best? I will give \$25.00 to the person who submits the winning name."

We have accepted this offer. So, before July 1st, provided you send an order for one of these boards, you are invited to submit a name which will become the trademark.

In order to secure protection in the United States Patent Office under trademark law, this name must not be descriptive. It can not be anything like "Spirit Writer" and it must not infringe on the name "ouija". It must be a name that is distinctive and easy to remember. It should be a name that is easy to pronounce. It is not necessary to use the word "board" in conjunction with it. Remember that we wish a name of one word and that we shall use descriptive words underneath this name that will not constitute part of the trademark. These additional words which we shall supply will be descriptive. The name that is to be protected by a trademark cannot be descriptive. Names that are built up by combining syllables of different words, usually are the most easily protected.

We shall have this name, after it is selected by the guides, hand-lettered in some distinctive style and the appearance of the word itself will become part of the trademark.

The selection should be made by about the first of July and it may be necessary to make it earlier, so I can guarantee that all names suggested and reaching us not later than June 25th will be entered in the contest.

As soon as the guides have selected the name from the list submitted, the remittance of \$25.00 will be sent to the successful person. If you do not wish to

submit a name, just send your order without the suggestion of a name. You may send your order now and take a few days to figure out a name to submit. The more names submitted, the more certain we are to get the trademark we are looking for.

I do not know just what price will be charged for this board, when it is advertised, because we are going to enter into an extensive advertising campaign, and try to get the right board into the hands of people, so that they will not feel inspired to blame the spirit-world for unreliable messages.

We want everybody to get a good message and to learn something of the law governing the receipt of messages of this nature. Remember that if you can not get a message alone, there are nine hundred ninety nine chances out of a thousand that if you operate the board in conjunction with somebody else, messages will come through. The instructions will tell you exactly what to do.

Whatever price we place upon the board when it is offered publicly, it will not be less than this price of \$1.85, and likely it will be more.

We are going to place our first order between the 15th and 20th of June, and these boards will be manufactured very rapidly, because our advertising agents insist that we must have a large output or they will not go back of us with extensive credit for a nation-wide campaign. You will not wait long for the boards and you will be one of the first to receive this interesting device.

I am certain that you will get messages. I know that you will if you will follow the instructions.

I have shown the proof sheets of "The Ciphers of the Apocalypse" to quite a number of persons, wishing their sincere opinions. Here is what a businessman said to me just the other day, "When I had finished going over those Ciphers and could see that there was no question about the prophecy in the book of Revelation, and realized that there can be no question about the meaning of that prophecy, something hidden within me seemed to be revealed. I felt a new strength, because nothing else ever carried home to me so forcefully the truth of the Divine guidance that protects mortals."

A lady who had gone over the proof pages of this book, said, "I have actually experienced better health since I read this marvelous volume. Never before in my life have I appreciated the fact that the Creator has such accurate knowledge of our goings and comings. This book means much more to me than simply the interest it carries with it. It really has unlocked powers within me that I did not know I possessed."

If you have not sent in your order for "The Ciphers of the Apocalypse" just keep in mind this truth. This volume of 160 pages is based on the greatest book on earth--the bible. With the new revealment of the book of Revelation, you feel that the whole truth of the scriptures had been made to shine through you and give you a better and broader understanding. You do not have to study this book to get the value out of it. It impresses its truth upon you and it makes you feel closer to God's plan and to the spirit-world.

If you have not sent your one dollar, be sure to get your order in at once so that you will have a copy of the first edition.

This book is going to have a wide sale, which will not be confined to Spiritualists, but which will help to make Spiritualists. In plain figures that anybody can understand, "The Ciphers of the Apocalypse" proves to you the marvelous prophecy in the book of Revelation and shows you definitely what it means.

I have on hand several hundred letters, praising our magazine, "Communication."

One man told me that if he had to pay over one dollar a copy, he would not miss this remarkable magazine, which beyond a question is the leading magazine of Spiritualism. Every number is a whole library of information.

I am printing only a few hundred copies in excess of the actual number of subscriptions, each issue. If you have not sent two dollars for a year's subscription or one dollar for six months, I know that you will include your subscription with your reply.

We are entirely out of March, April and May numbers. The demand for these numbers has amounted to hundreds of copies more than we could supply and we are receiving requests from men and women who wish to buy copies of these numbers, no matter what price they have to pay.

We have some wonderful features starting with the next number. You never get any more for your money in your life, and I don't believe anywhere else in the world you could get so much for your money.

You will profit through reading "Communication". You will find more of interest than you possibly could realize, until like thousands of others, you find yourself waiting for each new number.

For the benefit of our friends in New York and vicinity, I am including in this letter the information that our Pastor and Medium, Mrs. Cecil M. Cook, who also is Pastor and Medium of the Stead Center in New York, a religious body, incorporated under the New York laws, will hold seances and meet privately those who are connected with this work and who bring this letter, at Aldus Terrace, 600 West 136th Street. (Telephone number Wadsworth 3430.)

Mrs. J. Blanche Teaters, Clerk of the New York Society, is in charge of the active work. Mrs. Cook will be at the above address June 8th and will be there for two weeks. Then she will go to Onset, Mass., where she will give seances and sittings during July and August. Those who wish to get in touch with her after the 1st of July, write to Mrs. Cecil M. Cook, Onset, Mass. Information will be sent, giving definite dates and directions for reaching Mrs. Cook while she is in Onset. Please preserve this letter because no other notice will be sent.

There is a combination order form enclosed and I am sure that I shall hear from you soon.

I want you to be among the first to get this new ouija and also "The Ciphers of the Apocalypse" if you have not already sent your order.

I feel that "Communication" needs no other word from me, because its merit should be its only necessary argument.

Very sincerely yours,

Lloyd Kenyon Jones
President, The Stead Center.

LKJ--AH

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June 29, 1920.

**533 Grant Place,
CHICAGO, ILL.**

Miss Lucy B. Stephens,
1300 Clay St.,
Lynchburg, Va.

Dear Miss Stephens:-

This is to thank you for your remittance of
\$1.85.

The ouija will be forwarded to you just as
soon as they are manufactured. You will be notified just about
when we are ready to make shipments.

Very sincerely,

LH/EN

WM. T. STEAD MEMORIAL CENTER.

THE W. T. BIRD MOUNTAIN CO.
INCORPORATED
CHICAGO, ILL.

CHICAGO, ILL.